

ORDER



Orders	Order / Rev:	164401
	Alt Order #:	06295266
	Product Desc:	60 PLUS ASSOC SENATE
	Estimate:	1962
	Flight Dates:	08/31/12 - 09/06/12
	Original Date / Rev:	08/23/12 / 08/23/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	Mentzer Media Services
	Buying Contact:	Elise Cloyd
	Billing Contact:	
		600 Fairmount Ave. #306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/60 Plus Association
	Demographic:	A35+
	Product Codes:	PL Issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/06/12	18	\$21,950.00	\$18,657.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$21,950.00	\$18,657.50	0.00
Totals	18	\$21,950.00	\$18,657.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

WDJT-TV-LP	37%	\$21,950.00
Market	100%	\$59,324.32

Competitive Share

CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	33%	\$19,577.03
WITI	15%	\$8,898.65
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	15%	\$8,898.65
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/31/12	08/31/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----1--		1				\$1,000.00		0.00			
E 2	WDJT	09/02/12	09/02/12	Su 9p - 10p Mentalist	CM	9p-10p	-----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
THE MENTALIST															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/02/12	09/02/12	Su 9p - 10p Mentalist	CM	9p-10p	-----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
THE MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1					1	\$2,000.00		0.00			
E 3	WDJT	09/02/12	09/02/12	Inside Ed Wknd 1035-1105p Inside Ed Wknd 1035-1105p	CM	1035p-1105p	-----1	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
FACE THE NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1					1	\$200.00		0.00			
E 4	WDJT	09/03/12	09/06/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MTWT---	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MTWT---					4	\$1,000.00		0.00			
E 5	WDJT	09/04/12	09/06/12	CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	-TWT---	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
58 NEWS AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWT---					3	\$450.00		0.00			
E 6	WDJT	09/03/12	09/06/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	M-WT---	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
58 NEWS AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-WT---					3	\$1,000.00		0.00			
E 7	WDJT	09/03/12	09/03/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
HAWAII 5-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	1-----					1	\$2,000.00		0.00			
E 8	WDJT	09/04/12	09/04/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-1-----					1	\$2,400.00		0.00			
E 9	WDJT	09/04/12	09/04/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p	-1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
NCIS-LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-1-----					1	\$2,000.00		0.00			
E 10	WDJT	09/05/12	09/05/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p	--1----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$2,000.00		0.00			
E 11	WDJT	09/06/12	09/06/12	Th 9p - 10p Democratic Nat Convention	CM	Th 9p - 10p	---1---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
PERSON OF INTEREST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---1---					1	\$2,000.00		0.00			
Totals													18	\$21,950.00	